



25 July 2019

**HYBRID VDP (VARIABLE DATA PRINTING) SELECTED AS A
2019 PIA INTERTECH™ TECHNOLOGY AWARD RECIPIENT**

(Trevose, PA) HYBRID Software is proud to announce that HYBRID VDP has received a coveted 2019 InterTech™ Technology Award, presented by the Printing Industries of America (PIA). The awards honor the development of innovative technologies for graphic communications and related industries. For more than thirty years, InterTech™ Technology Awards have recognized the development of technologies predicted to have a major impact on the graphic communications and related industries. More than 80% of technologies that receive an award experience commercial success in the marketplace.

With the rapid adoption of digital presses for labels, cartons, and corrugated boxes—and the need to find a way to reduce the cost of producing multiple flavors or languages—package printers have required a better solution for variable data print preparation and output than existing offerings. HYBRID VDP is a self-contained, easy to use, variable data printing solution for labels and packaging that changes text, images, barcodes, colors, and other elements linked to variable data sources, producing an optimized file for fast printing on all digital presses. HYBRID VDP is applied at the prepress stage, not in the pressroom, eliminating the up-front template creation that slows down the other VDP solutions. It can be used to turn any PDF package or label design into a VDP design by simply indicating which elements are dynamic and linking them to the data source. It can place variable objects in different shapes and colors. HYBRID VDP produces an optimized PDF file that is ready for digital printing, keeping printers' expensive digital presses running and making money, not waiting for variable data files that are generated while the press sits idle.

"HYBRID VDP is an incredible, intuitive program that utilizes all the functionality with the ability to customize a file quickly for variable data label printing. Saving time is the primary value PACKZ VDP provides. It took me only ten minutes to learn how to use it. And, for comparison, 10 minutes in HYBRID VDP would have taken hours to multiple days of prepress time using our previous software," says Lauren Plinka, Graphic

Designer, Advantage Label and Packaging. "Also, data transfer of a multipage PDF file to press rather than the transfer of a PDF template has proven to save us significant time."

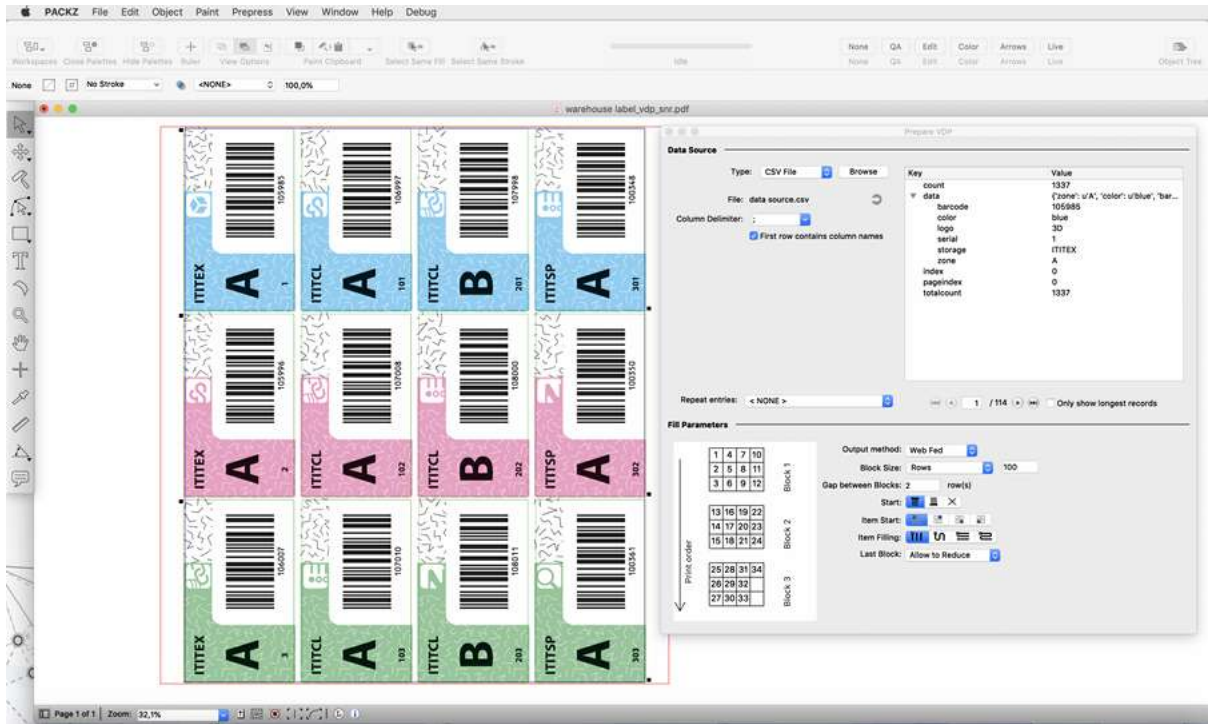
"For us, HYBRID PACKZ and HYBRID VDP are going to be game changers. We prevent approximately 20-25% of jobs from going to external departments, which saves a lot of prepress and server time. Once a job is done and we hit submit, the prepress operator is free to work on another job, rather than wait until the current job is processed," comments Jeff White, Director of Print, ABCorp.

"HYBRID Software is thrilled to receive an InterTech Award for our work on HYBRID VDP," comments Mike Rottenborn, President & CEO, Hybrid Software Inc. "It demonstrates our philosophy that there is still plenty of opportunity to improve on existing technology to make printers' lives easier. HYBRID Software appreciates that the judges clearly understood the exact pain points that HYBRID VDP can resolve. We are proud of the work our development team invested in this product."

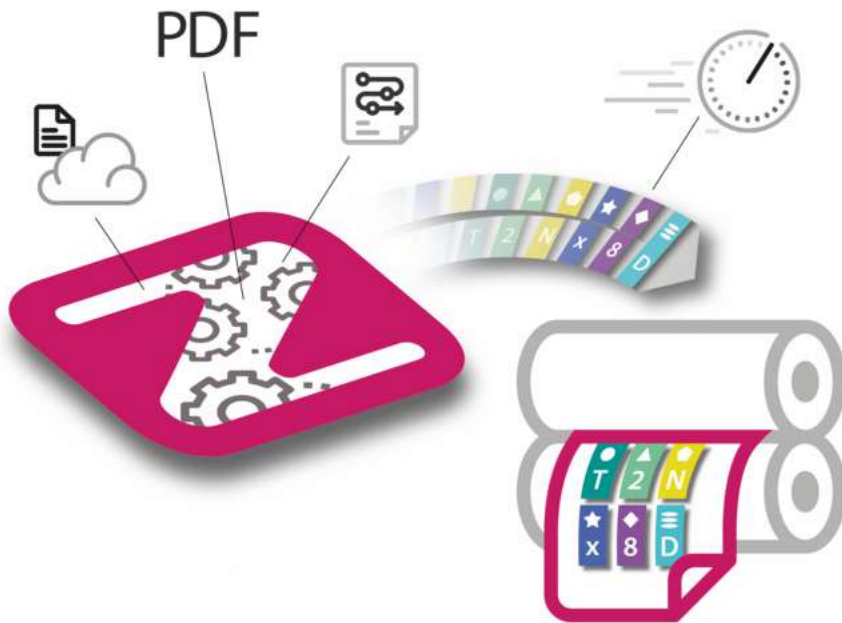
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VDP Variable Data Printing



HYBRID
SOFTWARE

ABOUT HYBRID SOFTWARE

With offices in Belgium, Germany, Italy and the US plus a global partner network, HYBRID Software is a software development company focused on innovative productivity tools for the graphic arts industry. HYBRID Software's CLOUDFLOW workflow, PACKZ editor and integration products offer a unique set of advantages that include native PDF workflows, vendor-independent solutions based on industry standards, scalable technology and low cost of ownership. These products are used by hundreds of customers worldwide in all areas of pre-press and print, including labels and packaging, folding cartons, corrugated, wide format and digital printing.

For more information visit: www.hybridsoftware.com

Press Contacts:

Corporate

Guido Van der Schueren

Email: guido@hybridsoftware.com

Tel: +32 475 844778

USA

Michael Rottenborn

Email: miker@hybridsoftware.com

Tel: +1 215-852-8095

North America PR agency

Irvin Press

Press+

Email: irv@press-plus.com

Tel: +1 508-384-0608

HYBRID Software Inc.

8 Neshaminy Interplex, Suite 111, Treose, PA 19053.